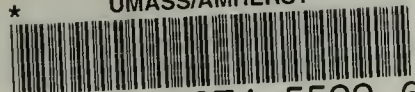


UMASS/AMHERST

UMASS/AMHERST



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# Commonwealth of Massachusetts

## Executive Office of Education

### Charter School Application Designated Contact Person

Please provide the Executive Office of Education with the following information identifying a designated contact person for the group submitting an application for charter school status. This form *must* be filed along with the charter school application no later than February 15, 1994. Please mail all required materials to:

Secretary of Education  
ATTN: Charter Schools  
Executive Office of Education  
One Ashburton Place, Room 1401  
Boston, Massachusetts 02108

Tel: (617) 727-1313

GOVERNMENT DOCUMENTS  
COLLECTION  
JUN 08 1994

University of Massachusetts  
Depository Copy

Please print or type:

The Diamond Program

Name of organization/group filing for charter school status

Contact Person Name:	/Samuel R. Bass,	
Signature:		Date: 2/12/1994
Title:	Founder, Director	
Address:	14 Penrose st.	
City:	Springfield, Ma.	
State:	Ma.	
Zip:	01109	
Telephone:	413 782-6574	
Fax:		

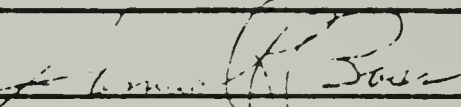
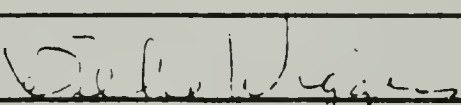
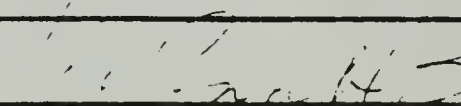
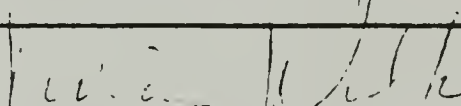
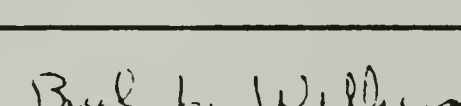
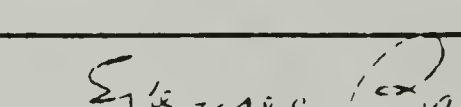
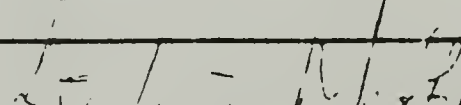
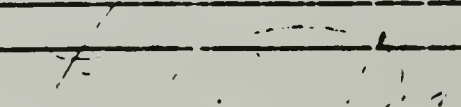
# Commonwealth of Massachusetts

## Executive Office of Education

### Charter School Application

I/We, the undersigned charter school applicant(s), do hereby certify that the information provided herein and filed with the Executive Office of Education on this the 12th day of February (month) of the year 1994, is to the best of my/our knowledge, truthful and accurate.

(This signature sheet *must* be attached to the application when it is filed.)

Name:	Samuel R. Bass	Signature:		Date:	2/12/94
Address:	14 Penrose St.	City:	Spfld.	State:	Ma.
				Zip:	
				Tel:	782-6574
Name:	Willie Wiggins	Signature:		Date:	2/12/94
Address:	111 Thompson St.	City:	Spfld.	State:	MA
				Zip:	
				Tel:	731-6556
Name:	Helemah Brooks	Signature:		Date:	2/12/94
Address:	52 Washington St.	City:	Spfld, Ma	State:	
				Zip:	
				Tel:	746-4928
Name:	Vivian Walker	Signature:		Date:	2/12/94
Address:	46 Montrose St.	City:	Spfld Ma	State:	
				Zip:	
				Tel:	731-5308
Name:	Bud L. Williams	Signature:		Date:	2/12/94
Address:	71 Joanne Rd.	City:	Spfld Ma.	State:	
				Zip:	
				Tel:	783-9592
Name:	Evergreen Bass	Signature:		Date:	2/12/94
Address:	82 Stebbins St.	City:	Spfld. Ma.	State:	
				Zip:	
				Tel:	733-8220
Name:	Christine McGregor	Signature:		Date:	2/12/94
Address:	5 Brookside Circ	City:	Wilbraham Ma.	State:	
				Zip:	
				Tel:	596-2960
Name:	Lillian Dickerson	Signature:		Date:	2/12/94
Address:	309 Wilbraham Rd.	City:	Spfld Ma	State:	
				Zip:	
				Tel:	783-0975

If more space is required, please attach additional sheets.

Executive Office of Education, One Ashburton Place, Room 440, Boston, MA, 02108



Samuel R. Bass  
Founder-Director



The Diamond Program Ltd.

14 Penrose Street

P.O. Box 90283

Springfield, MA 01139

**The ultimate objective of the Diamond Program  
Is substance and human abuse prevention!**

**"An ounce of prevention is better than a ton of treatment."**

page 2

**RECRUITING, MARKETING PLAN:**

A. Encluded in this application we have enclosed a copy of the news magazine "The Bottom Line", a community publication owned and operated by Samuel R. Bass and Associates, who specialize in marketing, advertising and public relations (see resume)

B. We will advertise through television, radio, newspaper, churches and other community out reach and schools.

**ADMISSION POLICY**

A. FIRST and foremost, students must have a desire to learn understand there will be structure and discipline in the school and that the staff expects the best from them attendance and parent participation will be strongly encouraged, because this school is SPECIAL attendance will be mandatory for graduation and special services and graduation follow-up with the DIAMOND DIPLOMA.

B. Our philosophy is "you have to learn to learn and you will stop yourself or another persons right to learn.

**PROFILE OF FOUNDING COALITION:**

A. The coalition consists of men and women of African American, Hispanic and Causacians, who come from the many diverse economic and social backgrounds in American society, Professionals, community and Business people makeup the staff and trustees, more organizers will be added as the school develops. (see board members and staff list enclosed).

**8. TIMETABLE:**

A. The Diamond Charter School is the Institutionalizing of the Diamond Program, which started in the summer of 1993. The Charter School concept was encouraged by officials of the Springfield School System (see attachment. Dr. Peter Negroni). etc.

B. We are prepared to open in September 1994, as you can see, we have done our foundation and groundwork for many years leading to this application.

**9. EVIDENCE OF SUPPORT:**

A. Because of my professional occupation (print, radio, television and community participation), I can state emphatically "The community is antiscipating the full potential of our services.

Samuel R. Bass  
Founder-Director



The Diamond Program Ltd.

14 Penrose Street  
P.O. Box 90283  
Springfield, MA 01139

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page 3

B. Letters of support are enclosed.

10. EDUCATIONAL PROGRAM:

A. EDUCATIONAL PROGRAM:

A, B, C: (see attachment enclosed).

11. STUDENT PERFORMANCE:

A. There will be weekly test and quizzes along with actual operation of businesses conceived and developed by students with the staffs support. Many classes will be videotaped to broadcast and instructional purposes to show student progress.

B. Those who underperform will be referred to other facilities or agencies if we can't address the problem.

12. SCHOOL EVALUATION:

A. This will be the first school of this kind, therefore a major part of our evaluation will be based on the number of students who enroll and complete the school, as well as, the number we place in jobs, college or develop a business enterprise.

B. Our plan is to conduct a Family Night every two weeks and to broadcast student productions and publish their work in the Bottom Line Newsmagazine.

13. HUMAN RESOURCE INFORMATION:

A. The staff will consist of actual business owners, artists, musicians and teachers from the community, active and retired, who have expressed a real desire to work with at-risk youth in a special environment conducive to both technical and cultural education. Some teachers will be certified some will have expertise in a certain area of a specific activity or discipline.

B. Staff will be evaluated by our executive committee and student participation in evaluation.

C. We have a list of at least 20 teachers some of which don't want any salaries (see attachment) other particulars are being studied, but will be based on contracts, grants, fundraising etc.

14. SCHOOL GOVERNANCE:

A. The school will have a very close form of management based on the philosophy developed by the founding board and will not have outside management.

E. Parents will play an important part in the school, because we feel many adults want to learn some of the courses we will offer the students including cultural Education.

Amey  
Fung  
Official  
Teacher  
Dev + eval  
}



*Samuel R. Bass*  
Founder-Director



**The Diamond Program Ltd.**

14 Penrose Street  
P.O. Box 90283  
Springfield, MA 01139

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page 4

F. The major function of the board will be for fundraising, and financial support, but not excluded from school development and progress, they will also be asked to help choose staff and other important decision making.

**15. BUILDING OPTIONS:**

A. Although our building is suitable for our present needs, we have identified a number of vacant potential sites in the community and have received positive response concerning use for a school setting.

B. These sites have significant numbers of medium sized rooms and open space for large group and family activities.

D. We are planning fundraising events for the 1994 including a television auction and telethon, the students will also be involved in a subscription campaign for the Bottom Line entitled: The Business Community Reading Partnership.

## The Diamond Program Proposal

The *Diamond Program* founded and directed by Samuel Bass makes the following proposal for a school year pilot training program in positive self esteem through skills training using sales and motivation techniques.

The curriculum used was developed upon 15 years of research, experience and applied principles produced by the director; these include the production of a newspaper, radio and TV production, as well as telemarketing training, publishing, marketing techniques and other aspects of motivation, communication and positive reinforcement.

Objectives of the program are based upon findings through my study and work experiences based on the concept that people who lack communication skills are angry, because they are not successful at expressing themselves and feeling like they are not understood. The objective will be to teach the skills of communication and sales to the students in order to change the students' self perception through successful communication and sales experiences. The feeling of self worth is derived from pride of their accomplishments and learning marketable skills.

Training programs will consist of 30 or more hours weekly training modules to be presented each week for the entire school year. The content will be developed using a format consisting of informal discussions, skills demonstration and role play situations in which specific skills will be practiced. In addition, presentations by guest speakers from Corporate business, marketing, television, publishing, radio and skilled tradesman. Also included will be the arts and science. Field trips including visits to actual work sites and non-traditional businesses as well as industry and arts settings will also be covered. At least one trip to a negative consequence environment will be made to contrast and point out where the lack of skill and training leads.

Curriculum content areas to be covered are:

- Overcoming fear of failure
- Avoiding overselling-being defensive
- Setting goals
- Developing ways to channel and express anger
- Health Issues
- How to become entrepreneurs
- Learning to play musical instruments/Theory
- Respecting Racial and cultural differences
- Making choices Respecting gender
- Developing imagination developing discipline
- Creative Expression & Communication Skills Etc.

The course will culminate in a TV production written, produced and directed by all of the students and focusing on all skills learned through out the program.

The program is based on yearly operations of 44 weeks per year for staff and students.

The program will operate during the hours of 9 a.m until midnight, 5 days a week.

Special activities and field trips will take place on weekends.

The *Diamond Program* will be a model for Pioneer Valley and provide very specialized training for the youth and citizens of greater Springfield.

It costs \$20,000 per year to keep a youth incarcerated for one year. For approximately \$2,000 per person we will make diamonds out of our students as well as provide economic development and jobs in Western Massachusetts.



Samuel R. Bass  
Founder-Director



The Diamond Program Ltd.

14 Penrose Street

P.O. Box 90283

Springfield, MA 01139

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is substance and human abuse prevention!**

**"An ounce of prevention is better than a ton of treatment."**

BOARD OF DIRECTORS

1. Samuel R. Bass - C.E.O., Chairman of the Board;
2. Denise Taylor - Former women's basketball coach, American International College (presently coaching at Northwestern University, Chicago Illinois);
3. Bud L. Williams - Probation Officer, member Springfield City Council;
4. Ruth Jacobson Hardy - Substance Abuse Counselor, Insights of Western Massachusetts;
5. Thomas Morrow - Metrocom Tax Accounting Service;
6. Georgia Parks - Commissioner, Massachusetts Commission Against Discrimination;
7. Paul Acorsy - Vice President, Fleet Bank;
8. Lois Peterson - Account Analyst;
9. Jonathan Bass - Youth Correspondent;
10. Yolanda Bass - Youth Correspondent;
11. Keisa Williams - Youth Correspondent;
12. Frederick Hurst - Attorney;
13. Willie Wiggins - Carpenter, Painting Instructor;
14. Evergreen Bass - Early Childhood Development.

*Educators  
Parents?*

**VOLUNTEERS/STAFF**

Joan Halimah Brooks - Poet, Playwright, Writing Instructor;  
Edward Ward - Counselor;  
Eunice Whitaker - Social Service, Health Instructor;  
Linda McKnight - Nurse, Baystate Medical Center;  
Elder Willie Wright - Counselor, Religious Moral Values;  
Pat Williams - Community Parent;  
Willie Wiggins - Carpentry, Wallpapering, Remodeling Instructor;  
Joan Postell - Office Procedure, Job Development;  
John Jordan - Computer Technology;  
Samuel R. Bass - Marketing, Communications, Entrepreneurship, Business Development, Job Development, Cultural Diversity, Painting, Craft Instructor;

*Samuel R. Bass*  
Founder-Director



**The Diamond Program Ltd.**

14 Penrose Street

P.O. Box 90283

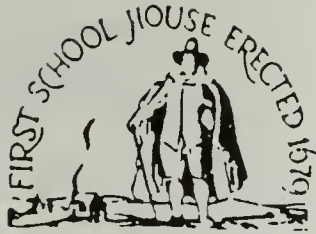
Springfield, MA 01139

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Paul Acorsy - Banking, Financial Instructor;  
William Thayer - Educational Grants Consultant;  
Christine McGregor - Retired teacher, Poetry, History Instructor;  
Girlye Davis - Retired teacher, Oral History Instructor;  
Brian Miller - Video Instructor;  
Glenn Davis - Video Instructor;  
Bill Weye - Video Instructor;  
Robert Mack - Sports Education, Coach;  
Tammy Shariff - Graphics Instructor;  
William Campbell - Graphics Instructor;  
Evergreen Bass - Home Economics Instructor;  
Jonathan Bass, Sr. - Senior Affairs, Oral History;  
Lonnie Parker - Percussions, Music;  
Robert Urban - Songwriting, Guitar;  
Attorney Frederick Hurst - Law and Government;  
Manda Boone - Fashion, Personal Development;  
Ed Betterly - Oral History, Senior Affairs, Real Estate.





THE PUBLIC SCHOOLS of SPRINGFIELD, MASSACHUSETTS

Dr. Peter J. Negroni  
Superintendent

Central Office  
P.O. Box 1410  
195 State Street  
Springfield, MA  
01102-1410

December 2, 1993

Dr. Sandra Eagleton, Executive Director  
Community Foundation of Western Massachusetts  
P.O. Box 15769  
1500 Main Street - Suite 1814  
Springfield, MA 01115

RE: DIAMOND COMMUNICATIONS CHARTER SCHOOL - SAMUEL R. BASS

Dear Dr. Eagleton:

As Superintendent of the Springfield Public Schools, I have advocated for the need to create additional programs which serve the needs of students. In this context, I have worked with and supported the efforts of Mr. Samuel Bass to organize, develop and operate a new Charter School under the mandates and provisions of the Educational Reform Act of 1993.

I have visited the proposed school location at 111 Thompson Street and discussed the general philosophy and instructional approaches to be employed by the Diamond Communications Charter School. I realize that the organization of an entirely new public school is no simple undertaking and I applaud Mr. Bass for reaching out for funding and technical assistance resources as evidenced by his application to the Community Foundation.

Hoping this letter serves as evidence of my understanding and support for what Mr. Bass is trying to do.

Sincerely,

PETER J. NEGRONI  
Superintendent of Schools

PJN/afd

RICHARD E. NEAL  
SECOND DISTRICT, MASSACHUSETTS

WHIP AT-LARGE



COMMITTEE ON WAYS AND MEANS  
SUBCOMMITTEE ON TRADE  
SUBCOMMITTEE ON SELECT REVENUE MEASURES

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515**

April 20, 1993

Dear To Whom It May Concern:

**RE: Samuel R. Bass**

I would like to at this time express my profound support for Sam Bass.

I have known Sam for many years and I can attest to his moral fiber both in the community and in his family. The work he has done within the City of Springfield and within the Greater Springfield Area is beyond reproach. His commitment to the citizenry is one of great notoriety and importance.

I am quite sure that Sam will meet and exceed any and all requirements that are asked of him.

Therefore, it is with great pleasure that I express my support for Samuel Bass.

It is an honor to be able to write this letter of support on behalf of Sam.

Sincerely,

A handwritten signature in cursive script, appearing to read "Richard E. Neal".

RICHARD E. NEAL  
Member of Congress

REN/oab





## THE CITY OF SPRINGFIELD, MASSACHUSETTS

MAYOR ROBERT T. MARKEL

October 12, 1993

To Whom It May Concern:

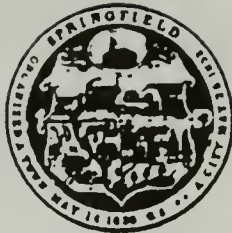
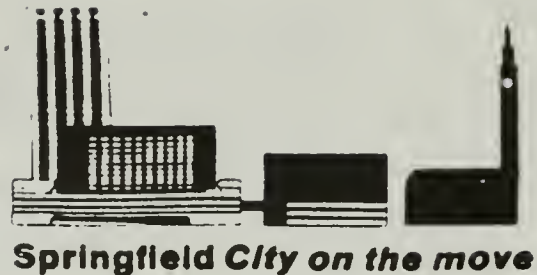
I am writing this letter in support of Samuel Bass and the Diamond Program. This program offers alternatives to "at risk" youth and prepares them with the skills needed to compete in today's workforce.

Mr. Bass, a local businessman, has worked hard within the community and is committed to the success of the Diamond Program. His commitment has earned him the respect and confidence of our youth. Mr. Bass helps "at risk" students understand the value of education to their future.

Sincerely,

Robert T. Markel  
Mayor

RTM/jm



Council Chambers  
City Hall  
Springfield,  
Massachusetts 01103

April 26, 1993

To Whom It May Concern:

I am writing this letter on behalf of the Springfield City Council in support of Samuel Bass and the Diamond Program. The Diamond Program will give local youths a unique opportunity with hands on participation while teaching the youths a valuable skill.

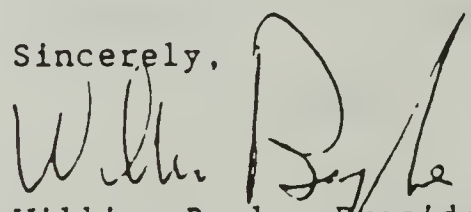
Having known Mr. Bass for many years, I have always considered him to be one of the most dedicated and committed people to the youth in the Springfield Area. The Diamond Program is another example of Mr. Bass' continuing effort to work with teenagers in the Springfield Area.

In conclusion, I would just like to say that I strongly support Mr. Bass' efforts and the Diamond Program and feel that it will be extremely successful if it can be implemented.

If you have any questions regarding this matter, please feel free to contact me.

Thank you for your time and consideration.

Sincerely,

  
William Boyle, President  
Springfield City Council



04-23-1993

PM FROM MELCONIAN D.O.

TO

7833552

P.01



COMMONWEALTH OF MASSACHUSETTS  
MASSACHUSETTS SENATE  
STATE HOUSE, BOSTON 02133

LINDA J. MELCONIAN  
1ST HAMPDEN DISTRICT  
ROOM 213B, STATE HOUSE  
TEL (617) 722-1660

DISTRICT OFFICE:  
375 WALNUT STREET EXT.  
AGAWAM, MA 01001  
TEL (413) 786-6033

COMMITTEES:  
SENATE WAYS AND MEANS  
ASST. VICE CHAIR  
INSURANCE (CHAIR)  
JUDICIARY (VICE CHAIR)  
STATE ADMINISTRATION (VICE CHAIR)  
POST AUDIT AND OVERSIGHT

March 23, 1993

To Whom It May Concern:

This is to serve as a letter of strong support of Samuel Bass and the conception of the Diamond Program.

I have known Sam for many years and find him to be a hard working individual who is well respected by the members of his community. He is a local business man located within the community and the editor of The Bottom Line newspaper. He works hard with community leaders to develop alternative programs that will address the educational and vocational needs for the "at-risk" youth in our communities.

The Diamond Program will introduce "at-risk" youth to the world of communications, writing, editing, and productions. It will offer an alternative for the "at-risk" youth and give them the opportunity to learn a profession that can be utilized anywhere in the country.

I am confident that Samuel Bass will demonstrate the dedication and commitment to the Diamond Program that has rendered The Bottom Line newspaper a success. I respectfully request that Samuel Bass be given every favorable consideration for the development of the Diamond Program.

With best wishes,

Sincerely,

A handwritten signature in cursive script, appearing to read "Linda".

LINDA J. MELCONIAN  
State Senator

Samuel R. Bass  
Founder-Director

(413) 782-6574



The Diamond Program Ltd.

14 Penrose Street  
P.O. Box 90283  
Springfield, MA 01139

**The ultimate objective of the Diamond Program  
is substance and human abuse prevention!**

**"An ounce of prevention is better than a ton of treatment."**

## Program aims to aid city youth

SPRINGFIELD — The Diamond Program, designed to provide marketing and personal development training to disadvantaged youths, opened its doors yesterday at 111 Thompson St.

According to Samuel R. Bass, founder and director, eight young people and their parents stopped by the house midway through the four-hour information session to ask questions. The 13-room historic house in the McKnight neighborhood will be used for after-school programs in which young people can learn about all aspects of the communication industry from newspapering to broadcasting to counsel.

The house will also serve as the Bottomline Museum. The Bottomline is the free monthly newspaper published by Bass for the past 10 years.

"This house will serve as the place where young people seeking training can come to learn all aspects of the communication sciences," said Bass, owner of 21st Century Multicultural Marketing Group. "I believe there is a need for additional educational and youth training programs in the community."

Bass said the pilot project is partially funded by the city's Department of Human Services. In mid-September, he will open the house to city officials and educators, Bass said.

Yesterday's open house was solely for the young people, he said. However, Bass also sought to generate support for plans to organize a "charter school" under the Education Reform Act of 1993, which allows for the creation of innovative schools to help at-risk students.

*Spencer News*

*Aug 20, 1993*

782-6574



**Samuel Ray Bass**  
39 Berkeley Street  
Springfield, Massachusetts 01109  
Telephone: (413) 788-4466 (home)  
(413) 782-6574 (work)  
(413) 733-8220

14 Penrose Street, P.O. Box 90823  
Springfield, Massachusetts 01139

---

### Employment

**1982-present**      **RAYNA COMMUNICATIONS**  
**SAMUEL R. BASS ASSOCIATES**  
**14 PENROSE STREET, SPRINGFIELD, MA 01139**

**President/Marketing Manager/Consultant:** Duties include writing, marketing, and advertising sales for *The Bottom Line* Newspaper which I began as an entrepreneurial venture in 1982. The publication, which began as a communication vehicle for the Black community "exclusively," has expanded to become a community-wide paper including all cultures (as Publisher).

Marketing and fund-raising consultant, as well as Public Relations for nonprofit organizations, such as Veterans - Elks, Operation Push, American Business Women, Sickle Cell Anemia, just to name a few (as President/Marketing Manager).

**Host/producer,** Black Forum (Channel 57 WGBY)

**Host/producer** (three years), The Bottom Line Show, Continental Cablevision

**Executive producer,** "Chrenshaw" Life is Education

**Producer,** "East Coast Connection Talent Show"

**Host,** radio talk show, WTCC 90.7

**Director/founder,** First Step, Inc.

**President,** Samuel R. Bass Associates Consultants, a full-service advertising public relations agency specializing in the Black/Hispanic communities of Hartford/Springfield

**Host/producer,** "Through a Child's Eyes" - a television show specifically for children

### **Prior to 1982**

I have worked in banking, insurance sales, the education field, and numerous marketing and sales positions.

<b><u>Education</u></b>	1974-1976:	University of Massachusetts at Amherst Marketing and Business major
	1969-1972:	Westfield State College Education major
	1967-1969	Springfield Technical Community College Associates degree in Data Processing

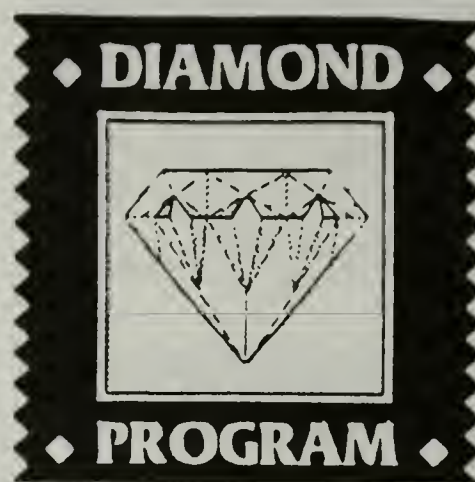
<b><u>Awards</u></b>	Northern Educational Service - "Community Service"
	Small Business Administration - "Business Development"
	R. W. Harper - "Community Service"
	American Business Women - "Community Service"
	Governor Dukakis - "Community Service"
	Senator Linda Melconian - "Community Service"
	State Legislative Black Caucus, Representative Raymond Jordan - "Community Service"
	1989 State Legislative Black Caucus, Representative Raymond Jordan - "Black Businessman of the Year"

<b><u>Hobbies</u></b>	Silversmith, oil painting, drums
-----------------------	----------------------------------

<b><u>Goals</u></b>	Complete a masters degree in communication, a minor in human development, to become a marketable commodity in the television industry and to eventually teach.
---------------------	--

<b><u>References</u></b>	Available upon request.
--------------------------	-------------------------

Samuel R. Bass  
Founder-Director



The Diamond Program Ltd.

14 Penrose Street  
P.O. Box 90283  
Springfield, MA 01139

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is substance and human abuse prevention!**

**"An ounce of prevention is better than a ton of treatment."**

The Diamond School of Communication Sciences and Entrepreneurial  
The Diamond School of Communication Sciences and Entrepreneurial Ed.

1. MISSION STATEMENT-To provide education and training in the field of communication and related sciences and skills needed to become an entrepreneur. These skills include interpersonal communication, self esteem building activities and motivation to appreciate Education.

2. SCHOOL OBJECTIVES:

A. The broad objective of the school is educate and make youngsters aware of the career and job opportunities available in journalism, broadcasting, advertising, marketing, and business skills

B. The Diamond School will encourage students to be respectful, non violent members of society. This will be achieved by education in self knowledge, respect and self discipline.

C. The Diamond School environment will be one of a desire and thirst for knowledge and of ethnic tolerance and education.

3. STATEMENT OF NEED:

A. It is evident that many of today's youth lack effective communication skills, which are needed in a high tech society. Communication is essential to survival, especially inner-city youth.

B. A Diamond Charter School would allow the time and innovative freedom to accomplish our objective, which includes lectures, and hands on training.

4. SCHOOL DEMOGRAPHICS:

A. The school will be located in the inner-city of Springfield Ma. The location is 111 Thompson St, an Historic house in the Mason Square Community. (see copy of enclosed publication).

B. This location was chosen because it is located in a multicultural community, there are other locations in proximity that would suit our objective to be located in the inner-city where the need for our focus is the greatest.

C. The students to be enrolled will come from low and middle income families of all ethnic origins.

D. The anticipated enrollment is 200-300 students including both genders.

E. The students will consist youngsters 15-19 years grades 8-12. Half the enrollment will be grades 8-10 and grades 11-12.